

## Message Text

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PAGE 01 MEXICO 07626 062355Z

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SUBJ: MEXICO'S PRESIDENT ADMONISHES MEDIA SECTOR FOR EXALTING  
VIOLENCE.

MEXICAN TELEVISION, NEWSPAPERS AND PARENTS RECEIVED A STERN  
SERMON FROM PRESIDENT LUIS ECHEVERRIA ABOUT THE SHOWING OF  
VIOLENCE ON TV, SCANDALOUS AND SEXSATIONAL JOURNALISM AND  
THE GLORIFICATION OF CRIME AND TERRORISM IN MAGAZINES AND SPECIALIZE  
D  
PUBLICATIONS. IMPLIED IN THE MESSAGE, WAS A WARNING THAT THE GOVERNME  
NT  
WILL CLOSELY MONITOR THE MASS MEDIA AND PERHAPS THAKE DRASTIC  
MEASURES TO ELIMINATE OBJECTIONABLE PROGRAMS IF THE TV INDUSTYR  
CANNOT CLEAN ITS OWN HOUSE. A CONCERTED CAMPAIGN IN SUPPORT  
OF THE PRESIDENT'S OBSERVATION SEEMS TO BE MOUNTING BUT IT  
IS STILL TOO EARLY TO JUDGE PRECISELY HOW QUICKLY THE INDUSTRY  
WILL MOVE TO ELIMINATE THE PUBLIC'S MOST POPULAR PROGRAMS WHICH  
FALL INTO THIS CATEGORY.

AS AN ASIDE IN HIS FOURTH STATE OF THE NATION SPEECH, THE  
MEXICAN PRESIDENT CITED AS THE CAUSE OF TERRORISM AND TENSION  
IN MEXICO MEN AND WOMEN WHO "...ARE THE PRODUCTS OF BROKEN  
HOMES, REARED IN A CLIMATE OF FAMILY IRRESPONSIBILITY, VICTIMS  
OF NO COORDINATION BETWEEN PARENTS AND TEACHERS, MOSTLY CHILDREN  
WITH LEARNING DIFFICULTIES; UNADJUSTED ADOLESCENTS WITH PRECOCIOUS  
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PAGE 02 MEXICO 07626 062355Z

INCLINATION TOWARD THE USE OF DRUGS AND A NOTICEABLE PROPINQUITY

FOR HOMOSEXUALITY IN BOTH MALES AND FEMALES. THEY ARE VICTIMS OF VIOLENT TELEVISION PROGRAMS SPONSORED NOT ONLY BY OUR PRIVATE BUSINESSMEN BUT ALSO BY DIRECTORS OF STATE-OWNED FIRMS WHO DO NOT REALIZE WHAT THEIR ADVERTISING MANAGERS ARE DOING. THEY ARE VICTIMS OF THE RED PAGES OF NEWSPAPERS WHICH PUBLISH SCANDALOUS STORIES IN THEIR COLUMNS, OF SPECIALIZED MAGAZINES WHICH EXALT CRIME. IT IS IN THESE GROUPS, EASILY MANIPULATED WHERE OBSCURE NATIONAL OR FOREIGN POLITICAL GROUPS FIND THE IRRESPONSIBLE TOOL FOR ACTS OF PROVOCATION AGAINST OUR INSTITUTIONS."

EVIDENTLY, THE MESSAGE GOT THROUGH TO SOME IMPORTANT TELEVISION OFFICIALS. A FEW DAYS AFTER THE PRESIDENTIAL SPEECH A PROMINENT TV NETWORK EXECUTIVE BLASTED TV VIOLENCE IN HIS TALK AT THE ANNUAL MEETING OF THE INTERNATIONAL BROADCAST INSTITUTE. HE SAID THAT VIOLENCE IS AN INTEGRAL PART OF HUMAN NATURE BUT IT NEED NOT BE EXPLOITED ON TELEVISION FOR ITS OWN SAKE. TELEVISION SHOULD SERVE MANKIND WITHOUT CATERING TO ITS BASER INSTINCTS, HE AVERTED.

THEATRICAL AND TELEVISION PERSONALITIES ALSO GOT INTO THE ACT AND MANY WERE QUOTED IN THE NEWSPAPERS SAYING THAT MEXICAN TELEVISION MUST INSTITUTE REFORMS IMMEDIATELY AND PRODUCE CULTURAL PROGRAMS OF SUBSTANCE AND STOP ENRAGING THE PUBLIC WITH TV FARE THAT IS REPLETE WITH VIOLENCE, SEX AND TERROR.

THE PRESIDENT OF THE PERMANENT COMMISSION FOR THE CONGRESS OF THE UNION SAID IN AN INTERVIEW THAT IMPRESARIOS WHO MANAGE TELEVISION SHOULD VOLUNTARILY ELIMINATE PROGRAMS THAT SERVE AS APOLOGISTS FOR VIOLENCE AND THAT SOCIAL PEACE CANNOT BE SERVED WHEN MEMBERS OF THE HOUSEHOLD EAT ALL THREE MEALS TO THE VISUAL ACCOMPANIMENT OF TV VIOLENCE.

ADDING A MORE OMINOUS WARNING, THE SECRETARY OF THE PRESIDENT'S OFFICE ASKED FAMILIES AND THE GOVERNMENT TO MAINTAIN GREATER VIGILANCE AND EXERT GREATER EFFORT TO REDUCE THE LARGE NUMBER OF VIOLENT TV SHOWS NOW BEING BROADCAST AND TO GUARD AGAINST THE INTRODUCTION OF NEW PROGRAMS OF VIOLENCE WHICH STRESS THE USE OF ARMS. HE EXHORTED PARENTS TO GUIDE THEIR CHILDREN IN THE SELECTION OF TV PROGRAMS.

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PAGE 03 MEXICO 07626 062355Z

REFERRING TO PORNOGRAPHY AND MAGAZINES WHICH SPECIALIZE IN POLICE STORIES, SEX CRIMES AND TERRORISM, THE SECRETARY GENERAL OF THE INTERSECRETARIAL QUALIFYING COMMITTEE FOR PUBLICATIONS AND MAGAZINES SAID THAT SUCH MAGAZINES SHOULD BE PROHIBITED AND MENTIONED ONE TABLOID NEWSPAPER IN PARTICULAR "ALARMA" WHICH SPECIALIZES IN MURDERS, BRUTALITIES AND SEX CRIMES AND CIRCULATES MORE THAN 700,000 COPIES WEEKLY. "- CONCRETE CASE" SAID THE DIRECTOR "IS ALARMA, ONE OF THE MAGAZINES MAINLY RESPONSIBLE

FOR TWISTING THE MINDS OF OUR YOUTH AND ENCOURAGING GROUPS OF MISGUIDED AND DISORIENTED YOUTHS WHO PRACTICE ALL KINDS OF VICES AND DEGENERATED ACTS. THAT'S WHY PRESIDENT ECHEVERRIA'S CALL WAS SO TIMELY; BECAUSE IN THESE TIMES OF CONFLICT, ALL NOXIOUS PROPAGANDA WHICH IS LIKELY TO CAUSE MORE CHAOS AMONG OUR YOUTH, SHOULD BE STOPPED."

IN A PRIVATE CONVERSATION WITH AN IMPORTANT TELEVISION EXECUTIVE OF THE LARGEST TV NETWORK IN MEXICO, AN EMBASSY OFFICIAL LEARNED THAT THE HARSH STATEMENT BY THE PRESIDENT AND THE EMERGING STERN ATTITUDE BY THE GOVERNMENT TOWARD PRIVATE TELEVISION IS CAUSING CONSIDERABLE CONCERN IN THE PRIVATE SECTOR. THE CONCERN DOES NOT RULE OUT THE POSSIBILITY OF A COMPLETE GOVERNMENT TAKE OVER OF PRIVATE TELEVISION.  
ELLINGTON

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